

Walla Walla County
Quit Line Data Summary
January 1 - March 31, 2004

	County	State
Number of Calls to Quit Line	N = 19	N = 3,363
Percent of Statewide Calls	0.7%	100.0%
Percent of State Population in County¹	0.9%	100.0%

	County %	State %
Gender	N = 19	N = 2,906
Female	57.9%	64.2%
Male	42.1%	35.8%
Race/Ethnicity	N = 16	N = 2,468
People of Color	31.2%	13.1%
White	68.8%	86.9%
Age	N = 16	N = 2,642
Less than 18 years old	0.0%	1.1%
18 - 24 years old	12.5%	15.2%
25 - 34 years old	18.8%	23.1%
35 - 44 years old	25.0%	24.6%
45 years and older	43.8%	36.0%
Education	N = 16	N = 2,581
Did not graduate high school	18.8%	19.0%
High school graduate	37.5%	36.0%
Some college/vocational school	43.8%	36.4%
College graduate	0.0%	8.6%
Caller Type	N = 19	N = 3,052
General Information	0.0%	12.6%
Health care provider	5.3%	3.6%
Tobacco user	94.7%	83.8%
Payer Type	N = 17	N = 2,005
Insured	41.2%	31.2%
Uninsured	35.3%	29.4%
Medicaid	23.5%	39.4%
Heard About	N = 17	N = 2,412
Past caller	0.0%	15.7%
Employer/worksites	0.0%	1.2%
Health care provider	64.7%	31.8%
Television	5.9%	11.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	0.0%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	0.0%	5.4%
Family or friend	23.5%	22.7%
Health Department	5.9%	5.4%
School	0.0%	1.4%